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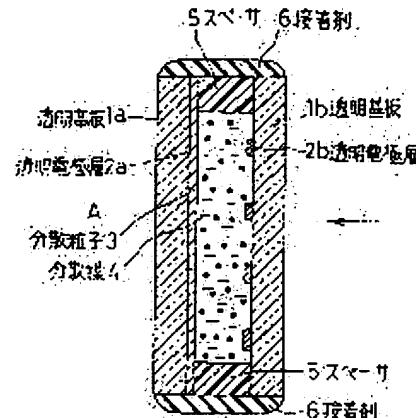
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## (54) DRIVING METHOD FOR ELECTROPHORESIS DISPLAY ELEMENT

### (57)Abstract:

PURPOSE: To obtain a state wherein a light shield rate is high in a coloring state and to obtain an excellent transmission state at fast response speed by applying a 1st DC high voltage, then applying and holding a 2nd DC low voltage, and placing the display element in an transmission or coloring state.

CONSTITUTION: For example, DC 300V is applied between transparent electrodes 2a and 2b for a specific time so that the polarity of a striped transparent electrode film 2b is opposite from that of the electrostatic charging of dispersed particles 3. Then the DC low voltage, e.g. 100V is applied between the electrodes 2a and 2b so that the polarity of the electrode 2b is opposite from that of the electrostatic charging of the particles 3, thereby placing the display element in the transmission state. Then the DC low voltage, e.g. 100V is applied between the transparent electrodes 2a and 2b after the transmissivity is measured so that the polarity of the entire surface electrode film 2a is opposite from that of the dispersed particles 3; then the particles 3 stick on the electrode layer 2a and the display element enters the coloring state. Consequently, the state of the excellent light shield rate and the state of the good transmissivity are obtained.



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